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REPORT OF September 1982

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

(Number of companies reporting this month 58)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1982	411.1	- 10.5	- 2.5			
1981	421.6	+ 57.3	+ 15.7			
1980	364.3					
CUMULATIVE						
1982	2253.4	- 45.0	- 2.0			
1981	2298.4	+ 276.7	+ 13.7			
1980	2021.7					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1982	284.4	+ 56.1	+ 24.6			
1981	228.3	+ 49.9	+ 28.0			
1980	178.4					
CUMULATIVE						
1982	3125.8	- 220.6	- 6.6			
1981	3346.4	+ 685.7	+ 25.8			
1980	2660.7					-

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH: September 1982

(Millions of Dollars)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1982 Monthly	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1				250.4
1981 Monthly	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	255.4
1980 Monthly	120.0	159.9	186.3	219.3	197.0	216.7	254.0	304.2	364.3	388.7	243.6	139.1	224.6
1982 Cumulative YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4				
1981 Cumulative YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
1980 Cumulative YTD	120.0	279.9	466.2	685.5	882.5	1099.2	1353.2	1657.4	2021.7	2410.4	2654.0	2793.1	
ORDERS RECEIVED*													
1982 Monthly	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	284.4				347.3
1981 Monthly	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	371.8
1980 Monthly	289.3	289.5	438.3	601.9	253.1	214.5	219.6	176.1	178.4	169.6	117.4	86.2	295.6
1982 Cumulative YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3125.8				
1981 Cumulative YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
1980 Cumulative YTD	289.3	578.8	1017.1	1619.0	1872.1	2086.6	2306.2	2482.3	2660.7	2830.3	2947.7	3033.9	
CANCELLATIONS													
1982	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2				24.8
1981	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	10.9
1980	7.8	10.1	10.2	12.2	18.9	23.2	20.4	24.5	32.1	26.6	40.2	24.6	17.7
ORDERS ON HAND (End of Month)													
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	648.6				826.9
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	965.1
1980	237.7	357.1	581.0	1014.6	992.8	1009.4	915.5	764.0	551.1	305.3	140.6	58.7	713.7

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 58

September 1982

AMF Wheel Goods Div.
Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Empire of Carolina
Entex
Ertl Company
Fisher Price
Fundamensions
Gabriel/Ideal
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Knickerbocker
Kusan
Lakeside/Cox
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
North Pacific
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Sanitoy
Schaper
Skilcraft
Steven
Superscope
Testor
Tomy
Tonka
Tyco
Wham-O

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REPORT OF OCTOBER 1982

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

(Number of companies reporting this month 55)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1982	382.9	- 88.1	- 18.7			
1981	471.0	+ 82.3	+ 21.2			
1980	388.7					
CUMULATIVE						
1982	2636.3	-133.1	- 4.8			
1981	2769.4	+359.0	+ 14.9			
1980	2410.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1982	138.1	- 57.7	- 29.5			
1981	195.8	+ 26.2	+ 15.4			
1980	169.6					
CUMULATIVE						
1982	3363.9	-178.3	- 5.0			
1981	3542.2	+711.9	+ 25.2			
1980	2830.3					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH OCTOBER 1982

(Millions of Dollars)

Please note that figures for video games have been excluded. They were included in prior years' reports but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9			263.6
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	276.9
1980 MONTHLY	120.0	159.9	186.3	219.3	197.0	216.7	254.0	304.2	364.3	388.7	243.6	139.1	241.0
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3			
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
1980 CUMULATIVE YTD	120.0	279.9	466.2	685.5	882.5	1099.2	1353.2	1657.4	2021.7	2410.4	2654.0	2793.1	
ORDERS RECEIVED*													
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1			336.4
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	354.2
1980 MONTHLY	289.3	289.5	438.3	601.9	253.1	214.5	219.6	176.1	178.4	169.6	117.4	86.2	283.0
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9			
1981 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
1980 CUMULATIVE YTD	289.3	578.8	1017.1	1619.0	1872.1	2086.6	2306.2	2482.3	2660.7	2830.3	2947.7	3033.9	
CANCELLATIONS													
1982	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4			27.3
1981	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	12.8
1980	7.8	10.1	10.2	12.2	18.9	23.2	20.4	24.5	32.1	26.6	40.2	24.6	18.6
ORDERS ON HAND (End of Month)													
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6			789.7
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	940.7
1980	237.7	357.1	581.0	1014.6	992.8	1009.4	915.5	764.0	551.1	305.3	140.6	58.7	672.9

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 55

October 1982

AMF Wheel Goods Div.
Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Empire of Carolina
Entex
Ertl Company
Fisher Price
Fundamensions
Gabriel/Ideal
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Knickerbocker
Kusan
Lakeside/Cox
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
Tyco
Wham-O

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REPORT OF NOVEMBER 1982

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

(Number of companies reporting this month 54)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1982	280.3	-53.4	-16.0			
1981	333.7	+90.1	+37.0			
1980	243.6					
CUMULATIVE						
1982	2916.6	-186.5	-6.0			
1981	3103.1	+449.1	+16.9			
1980	2654.0					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1982	129.3	+59.6	+85.5			
1981	69.7	-47.7	-40.6			
1980	117.4					
CUMULATIVE						
1982	3493.2	-118.7	-3.3			
1981	3611.9	+664.2	+22.5			
1980	2947.7					

NOTE + SIGNIFIES CURRENT YEAR INCREASE – SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg. & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH November 1982

(Millions of Dollars)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3		265.1
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	282.1
1980 MONTHLY	120.0	159.9	186.3	219.3	197.0	216.7	254.0	304.2	364.3	388.7	243.6	139.1	241.3
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6		
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
1980 CUMULATIVE YTD	120.0	279.9	466.2	685.5	882.5	1099.2	1353.2	1657.4	2021.7	2410.4	2654.0	2793.1	
ORDERS RECEIVED*													
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3		317.6
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	328.3
1980 MONTHLY	289.3	289.5	438.3	601.9	253.1	214.5	219.6	176.1	178.4	169.6	117.4	86.2	268.0
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2		
1981 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
1980 CUMULATIVE YTD	289.3	578.8	1017.1	1619.0	1872.1	2086.6	2306.2	2482.3	2660.7	2830.3	2947.7	3033.9	
CANCELLATIONS													
1982	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8		28.8
1981	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	16.3
1980	7.8	10.1	10.2	12.2	18.9	23.2	20.4	24.5	32.1	26.6	40.2	24.6	20.6
ORDERS ON HAND (End of Month)													
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8		732.4
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	891.8
1980	237.7	357.1	581.0	1014.6	992.8	1009.4	915.5	764.0	551.1	305.3	140.6	58.7	624.5

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 54

November 1982

AMF Wheel Goods Div.
Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Empire of Carolina
Entex
Ertl Company
Fisher Price
Fundamensions
Gabriel/Ideal
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Knickerbocker
Kusan
Lakeside/Cox
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Sanitoy
Schaper
Skilcraft
Testor
Tomy
Tonka
Tyco
Wham-O

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REPORT OF DECEMBER 1982

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

(Number of companies reporting this month 54)	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+ or -) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1982	109.7	-96.7	-46.9			
1981	206.4	+67.3	+48.4			
1980	139.1					
CUMULATIVE						
1982	3026.3	-283.2	-8.6			
1981	3309.5	+516.4	+18.5			
1980	2793.1					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1982	84.2	-6.3	-7.0			
1981	90.5	+4.3	+5.0			
1980	86.2					
CUMULATIVE						
1982	3577.4	-125.0	-3.4			
1981	3702.4	+668.5	+22.0			
1980	3033.9					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH DECEMBER 1982

(Millions of Dollars)

Please note that figures for video games have been excluded. They were included in prior years' reports but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains.

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	109.7	252.2
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	275.8
1980 MONTHLY	120.0	159.9	186.3	219.3	197.0	216.7	254.0	304.2	364.3	388.7	243.6	139.1	232.8
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
1980 CUMULATIVE YTD	120.0	279.9	466.2	685.5	882.5	1099.2	1353.2	1657.4	2021.7	2410.4	2654.0	2793.1	
ORDERS RECEIVED*													
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	298.1
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	308.5
1980 MONTHLY	289.3	289.5	438.3	601.9	253.1	214.5	219.6	176.1	178.4	169.6	117.4	86.2	252.8
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1981 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
1980 CUMULATIVE YTD	289.3	578.8	1017.1	1619.0	1872.1	2086.6	2306.2	2482.3	2660.7	2830.3	2947.7	3033.9	
CANCELLATIONS													
1982	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	16.3	27.7
1981	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	28.8
1980	7.8	10.1	10.2	12.2	18.9	23.2	20.4	24.5	32.1	26.6	40.2	24.6	20.9
ORDERS ON HAND (End of Month)													
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	681.1
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	827.4
1980	237.7	357.1	581.0	1014.6	992.8	1009.4	915.5	764.0	551.1	305.3	140.6	58.7	577.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 54

December 1982

Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Entex
Ertl Company
Fisher Price
Fundamensions
Gabriel/Ideal
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Knickerbocker
Kusan
Lakeside/Cox
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster*
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
Tyco
Wham-O

*Formerly AMF Wheel Goods Div.

A9095-2 3/9/83

REPORT OF JANUARY 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	98.3	-17.7	-15.3			
1982	116.0	+ 6.5	+ 5.9			
1981	109.5					
CUMULATIVE						
1983	98.3	-17.7	-15.3			
1982	116.0	+ 6.5	+ 5.9			
1981	109.5					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	245.1	-85.6	-25.9			
1982	330.7	+ 2.1	+25.7			
1981	263.1					
CUMULATIVE						
1983	245.1	-85.6	-25.9			
1982	330.7	+ 2.1	+25.7			
1981	263.1					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH JANUARY 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3												98.3
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	109.7	116.0
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	109.5
1983 CUMULATIVE YTD	98.3												
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1												245.1
1982 MONTHLY	30.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	330.7
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	263.1
1983 CUMULATIVE YTD	245.1												
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1981 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1												2.1
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	16.3	6.4
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	3.3
ORDERS ON HAND (End of Month)													
1983	193.1												193.1
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	326.2
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	209.0

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52

Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Entex
Ertl Company
Fisher Price
Fundamensions
Gabriel/Ideal
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Lakeside/Cox
Lego
Little Tikes
Mattel
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster*
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tonka
Tyco
Wham-O

*Formerly AMF Wheel Goods

A9095-2
4/18/83

REPORT OF FEBRUARY 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 53)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	150.9	-36.1	-19.3			
1982	187.0	+30.1	+19.2			
1981	156.9					
CUMULATIVE						
1983	249.2	-53.8	-17.8			
1982	303.0	+36.6	+13.7			
1981	266.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	322.1	-90.4	-21.9			
1982	412.5	+69.2	+20.2			
1981	343.3					
CUMULATIVE						
1983	567.2	-176.0	-23.7			
1982	743.2	+136.8	+22.6			
1981	606.4					

NOTE. + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH FEBRUARY 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9											124.6
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	151.5
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	133.2
1983 CUMULATIVE YTD	98.3	249.2											
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1											283.6
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	371.6
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	303.2
1983 CUMULATIVE YTD	245.1	567.2											
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6											2.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	9.7
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	4.4
ORDERS ON HAND (End of Month)													
1983	193.1	364.8											279.0
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	427.5
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	305.7

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 53

February 1983

Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys*
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Empire of Carolina
Entex
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Lakeside/Cox
Lego
Little Tikes
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster**
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
Tyco
Wham-O

*Formerly Gabriel/Ideal
**Formerly AMF Wheel Goods

49095-2

Page 1
REPORT OF MARCH 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Please note that figures for video games have been excluded. They were included in prior years' reports, but henceforth will be shown in separate reports. Inclusion of video games figures would have changed negative percentages to substantial positive gains. 5/12/83

(Number of companies reporting this month 53)

		COMPOSITE RESULTS			YOUR COMPANY		
		MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
			MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS							
MONTH	1983	193.5	-74.1	-27.7			
	1982	267.6	+39.0	+17.1			
	1981	228.6					
CUMULATIVE	1983	442.7	-127.9	-22.4			
	1982	570.6	+75.6	+15.3			
	1981	495.0					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*							
MONTH	1983	420.7	-175.4	-29.4			
	1982	596.1	+32.3	+5.7			
	1981	563.8					
CUMULATIVE	1983	98 .9	-351.4	-26.2			
	1982	1339.3	+169.1	+14.5			
	1981	1170.2					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH MARCH 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5										147.6
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	190.2
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	165.0
1983 CUMULATIVE YTD	98.3	249.2	442.7										
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7										329.3
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	446.4
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	390.1
1983 CUMULATIVE YTD	245.1	567.2	987.9										
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY**	2.1	3.6	6.9										4.2
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	10.9
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	6.2
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9										382.3
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	570.3
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	448.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 53

March 1983

Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
CBS Toys*
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Educational Designs
Effanbee
Empire of Carolina
Entex
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Lakeside/Cox
Lego
Little Tikes
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster**
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
Tyco
Wham-O

*Formerly Gabriel/Ideal
**Formerly AMF Wheel Goods

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Page 1
REPORT OF April, 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for Video Games are not included in the data for 1983 and 1982

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	189.9	-34.0	-15.2			
1982	223.9	- 7.0	- 3.0			
1981	230.9					
CUMULATIVE						
1983	632.6	-161.9	-20.4			
1982	794.5	+ 68.6	+ 9.5			
1981	725.9					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	432.1	-144.7	-25.1			
1982	576.8	-127.9	-18.1			
1981	704.7					
CUMULATIVE						
1983	1420.0	-496.1	-25.9			
1982	1916.1	+ 41.2	+ 2.2			
1981	1874.9					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGN FIES CURRENT YEAR DECLINE

Note: The following major companies contributed this month in 1982 but not this month in 1983: Knickerbocker, Lesney and Mego.

As Compiled By:
Locker Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH April 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9									158.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	198.6
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	181.5
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6									
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1									355.0
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	479.0
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	468.7
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0									
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2									5.0
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	13.2
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	6.4
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2									491.8
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	702.0
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	636.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 52 APRIL 1983

Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises*
CBS Toys**
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Entex
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Lakeside/Cox
Lego
Little Tikes
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
Tyco
Wham-O

*Formerly Empire of Carolina
**Formerly Gabriel/Ideal
***Formerly AMF Wheel Goods

7/6/83
A9095-2

REPORT OF May 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for Video Games are not included in the data for 1983 and 1982

(Number of companies reporting this month 54)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH 1983	204.4	-24.7	-10.8			
1982	229.1	+ 8.9	+ 4.0			
1981	220.2					
CUMULATIVE 1983	837.0	-186.6	-18.2			
1982	1023.6	+ 77.5	+ 8.2			
1981	946.1					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH 1983	252.7	- 50.4	-16.6			
1982	303.1	- 21.3	- 6.6			
1981	324.4					
CUMULATIVE 1983	1672.7	-546.5	-24.6			
1982	2219.2	+ 19.9	+ 0.9			
1981	2199.3					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

Note: The following major companies contributed this month in 1982 but not this month in 1983: Knickerbocker, Lesney and Mego.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH May 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4								167.4
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	204.7
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	189.2
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0								
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7								334.5
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	443.8
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	439.9
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7								
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1								6.0
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	16.8
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	7.1
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1								565.6
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	789.5
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	767.9

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 54 JUNE 1983

Arrow Industries
Bachman
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises*
CBS Toys**
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Educational Designs
Effanbee
Entex
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Lakeside/Cox
Lego
Little Tikes
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*Formerly Empire of Carolina
**Formerly Gabriel/Ideal
***Formerly AMF Wheel Goods

8/5/83
A 9095-2

July 29, 1983

MEMO TO: Participants in Monthly Market Trend Report

SUBJECT: Monthly Market Trend Report

Attached is the June report. I thought I should offer some comments which I trust will be helpful in interpreting the report. And, I would appreciate any thoughts you might have in a somewhat confusing year.

1. Be sure you understand that the absence of some major firms this year have reduced the raw numbers. I judge that this alone reduces the June monthly shipment percentage by 2%. Of course, I have no real knowledge of how much of this business was picked up by others in the industry and reported.

2. For what it is worth NPD indicates that toy retail sales through May were down 12% as compared to the same period in 1982 (video games excluded).

3. An informal survey of perhaps eight manufacturers indicates this pattern:

   - Strong orders on hand but cautious and slow releasing of the orders;

   - Very selective purchases by retailers concentrating on hot items and no reluctance to take these in;

   - Expected steady improvement in business each month hereafter.

Douglas Thomson

DOUGLAS THOMSON
President

DT/ik
Enc.

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REPORT OF June 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for Video Games are not included in the data for 1983 and 1982

(Number of companies reporting this month 53)

		COMPOSITE RESULTS			YOUR COMPANY		
		MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
			MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS							
MONTH	1983	238.0	-34.4	-12.6			
	1982	272.4	- 3.7	- 1.3			
	1981	276.1					
CUMULATIVE	1983	1075.0	-221.0	-17.1			
	1982	1296.0	+ 73.8	+ 6.0			
	1981	1222.2					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*							
MONTH	1983	240.7	+ 5.5	+ 2.3			
	1982	235.2	- 77.5	-24.8			
	1981	312.7					
CUMULATIVE	1983	1913.4	-541.0	-22.0			
	1982	2454.4	- 57.6	- 2.3			
	1981	2512.0					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

Note: The following major companies contributed this month in 1982 but not this month in 1983: Knickerbocker, Lesney and Mego.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH June 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0							179.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	216.1
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	203.7
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0							
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7							318.9
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	409.1
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	418.7
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4							
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7							6.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	19.1
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	7.5
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1							612.9
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	834.3
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	860.2

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

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COMPANIES PARTICIPATING - 53

JUNE 1983

Arrow Industries
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises*
CBS Toys**
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Educational Designs
Effanbee
Entex
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Lakeside/Cox
Lego
Little Tikes
Milton Bradley
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*Formerly Empire of Carolina
**Formerly Gabriel/Ideal
***Formerly AMF Wheel Goods

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REPORT OF July 1983

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for Video Games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 53)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	218.5	-37.6	-14.7			
1982	256.1	-49.1	-16.1			
1981	305.2					
CUMULATIVE						
1983	1293.5	-258.6	-16.7			
1982	1552.1	+24.7	+ 1.6			
1981	1527.4					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	236.4	+37.8	+19.1			
1982	198.6	-50.4	-20.2			
1981	249.0					
CUMULATIVE						
1983	2149.8	-503.2	-19.0			
1982	2653.0	-108.0	- 3.9			
1981	2761.0					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH July 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5						184.8
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	221.7
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	218.2
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5						
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE,YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4						307.1
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	379.0
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	394.4
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8						
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6						8.2
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	20.0
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	8.4
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9						647.3
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	852.3
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	916.1

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 53

JULY 1983

Arrow Industries
Bachmann
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys*
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Leisure Dynamics**
Lego
Little Tikes
Milton Bradley
Mighty Star
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*Formerly Gabriel/Ideal
**Formerly Lakeside/Cox
***Formerly AMF Wheel Goods

10/3/83
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REPORT OF ~~August 1983~~

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

Figures for Video Games are not included in the data for 1983 and 1982.

(Number of companies reporting this month 53)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1983	290.5	+ .3	+ .1			
1982	290.2	-59.2	- 16.9			
1981	349.4					
CUMULATIVE						
1983	1584.0	-258.3	- 14.0			
1982	1842.3	- 34.5	- 1.8			
1981	1876.8					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1983	252.8	+ 64.4	+ 34.2			
1982	188.4	-168.7	- 47.2			
1981	357.1					
CUMULATIVE						
1983	2402.6	-438.8	- 15.4			
1982	2841.4	-276.7	- 8.9			
1981	3118.1					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH August 1983

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5					198.0
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	230.3
1981 MONTHLY	109.5	156.9	228.6	230.9	220.2	276.1	305.2	349.4	421.6	471.0	333.7	206.4	234.6
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0					
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
1981 CUMULATIVE YTD	109.5	266.4	495.0	725.9	946.1	1222.2	1527.4	1876.8	2298.4	2769.4	3103.1	3309.5	
ORDERS RECEIVED*													
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8					300.3
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	355.2
1981 MONTHLY	263.1	343.3	563.8	704.7	324.4	312.7	249.0	357.1	228.3	195.8	69.7	90.5	389.8
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6					
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
1983 CUMULATIVE YTD	263.1	606.4	1170.2	1874.9	2199.3	2512.0	2761.0	3118.1	3346.4	3542.2	3611.9	3702.4	
CANCELLATIONS													
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8					8.9
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	21.4
1981 MONTHLY	3.3	5.4	9.8	7.2	9.9	9.4	13.8	13.8	25.6	30.1	51.5	166.0	9.1
ORDERS ON HAND (End of Month)													
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5					666.7
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	849.2
1981	209.0	402.3	733.6	1200.2	1294.5	1321.7	1251.7	1245.7	1026.8	721.5	402.7	119.4	957.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
Locker, Greenberg, & Brainin, P.C

COMPANIES PARTICIPATING - 53

AUGUST 1983

Arrow Industries
Bachmann
Barr
Blazon-Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys*
Chilton-Globe
Coleco
Colorforms
Dolly Toy
Eden Toys
Effanbee
Ertl Company
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H-G Toys
Kenner
Kusan
Leisure Dynamics**
Lego
Little Tikes
Milton Bradley
Mighty Star
Monogram
M & S Shillman
National Latex
National Tinsel
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
R. Dakin
Revell
Roadmaster***
Sanitoy
Schaper
Skilcraft
Steven
Testor
Tomy
Tonka
TSR Hobbies
Tyco
Wham-O

*Formerly Gabriel/Ideal
**Formerly Lakeside/Cox
***Formerly AMF Wheel Goods